

2010 Military Health System Conference

Programs Supporting Healthy Lifestyles

DoD Alcohol and Tobacco Countermarketing Campaigns

Sharing Knowledge: Achieving Breakthrough Performance

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TRICARE Management Activity

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Countermarketing Overview



- Background
 - Motivated by 2005 Health Related Behaviors Survey findings
 - Complementary to TOBESAHOL demonstration efforts
- Tobacco & Alcohol Campaigns
 - Research basis
 - Campaign concepts
 - Deployment
 - Results
 - Next Steps

ASD(HA) Charter



- Reduce binge drinking and tobacco use in active duty junior enlisted
- Use slick “Madison Avenue” marketing approaches to appeal to the target audience
- Campaign concepts and materials to be based on formative research with the target audience – no preconceptions
- 5-year contracts awarded in Sep 2005:
 - Anti-tobacco to ICF Macro International
 - Anti-alcohol to Fleishman Hillard International

Formative Research



- Campaign concept development based on
 - Key informant interviews
 - Literature review
 - Focus groups in May 2006:
 - Fort Bragg
 - MCB Camp Lejeune
 - Nellis AFB
 - Naval Base San Diego
- Four additional waves of testing to develop and refine promotional materials

Tobacco Campaign Logo and Brand



QUIT TOBACCO.

make everyone proud

www.ucanquit2.org

Anti-Tobacco Focus Group Findings



- Tobacco use is overestimated, perceived as normal, supported by military culture.
- Health messages, top-down messages are not effective: don't know and don't care.
- Low or mistaken understanding of negative performance effects
- Military themes and imagery not motivating.
- Web-based services are more appealing than telephone-based quitlines.

Theme and Messaging



- Pride in the uniform and influence on children are highly motivating.
 - People watch what you do.
 - Kids look up to you and want to be like you.
 - You can do it for yourself and for those who care about you.
- Loved ones will be even more proud.
 - Children, younger siblings want to be just like you and will imitate your behavior.
 - Wife/girlfriend will be pleased.
 - Parents will have another reason to be proud.

Prochaska and DiClemente's Stages of Change Model



Stage of Change	Characteristics	Techniques
Pre-contemplation	Not intending to take action in the foreseeable future (6 months)	Validate lack of readiness; encourage reevaluation of current behavior; personalize risk
Contemplation	Intending to change behavior within next 6 months	Encourage evaluation of pros and cons of change; identify and promote positive outcome expectations
Preparation	Intending to take action in the immediate future (30 days)	Identify and assist in overcoming obstacles; identify social support; encourage small, initial steps
Action	Made specific overt modifications within the past 6 months; working to prevent relapse	Focus on restructuring cues and social support; build self-efficacy; combat feelings of loss
Maintenance	Continued commitment to sustaining behavior	Plan for follow-up support; reinforce internal rewards; build coping skills

Campaign Strategies



- Use appealing images and language the audience would use.
 - Not a health message
 - Not a top-down message
- Develop and promote a Web-based cessation tool as educational center-piece.
 - Messaging delivered via multiple social media applications
 - Private cessation counseling in instant-messaging environment

Special Emphasis



READY 2 QUIT TOBACCO?
Let us help you stay on track.



Go to **www.ucanquit2.org**
and find out how to get your personal cessation coach.

Text UCAN to 35350

QUIT TOBACCO.
make everyone proud
www.ucanquit2.org



U CAN quit tobacco in 2010.

Month by month, we'll help you make good on your New Year's resolution once and for all.

Text **UCAN** to 35350.

JOIN THE
THE GREAT AMERICAN
SMOKEOUT
19 NOV 09

00 : 00 : 00 : 00
DAYS HRS MINS SECS

– Great American Spitout (GASpo), 18 Feb 2010

Social Media



QUIT TOBACCO.
make everyone proud

Find us on these social networking sites by searching these usernames.

- QUIT TOBACCO
- QUIT TOBACCO
- UCANQUIT2
- UCANQUIT2
- UCANQUIT2

twitter

Hey there! **ucanquit2** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving **ucanquit2's** tweets.

QUIT TOBACCO.
make everyone proud

ucanquit2

QUIT TIPS MOBILE TEXT MESSAGES

sms

SIGN UP

Most 600

www.ucanquit2.org

Cases Of Oral Cancer Among US Soldiers On Rise
<http://www.ucanquit2.org/inthenews.aspx?id=602>
12:30 PM Dec 28th from Twitterizer

You Tube
Broadcast Yourself™

Home Videos Channels Shows

Subscriptions History Upload

Edit Channel Settings Themes and Colors Modules Videos and Playlists

Quit Tobacco—Make Everyone Proud
ucanquit2's Channel

Subscribe

All Uploads Favorites

U Can
53 views - 2 months ago

World No Tobacco Day 31 May 2009: Featuring MG
72 views - 7 months ago

World No Tobacco Day Video PSA
150 views - 7 months ago

see all arrange

Favorites (0)
see all arrange

U Can
From: ucanquit2 | October 29, 2009 | 53 views

0 ratings ☆☆☆☆

View comments, related videos, and more

ucanquit2
Your channel viewers will see links here, including "subscribe" and "add as friend".

Recent Activity

ucanquit2 ...
Attach a video
post bulletin

ucanquit2 uploaded a new video (2 months ago)
U Can

ucanquit2 uploaded a new video (7 months ago)
World No Tobacco Day 31 May 2009: Featuring MG Elder Gran...

Profile
Channel Views: 2,626
Total Upload Views: 24,991
Joined: December 17, 2007

Targeted Paid Advertising



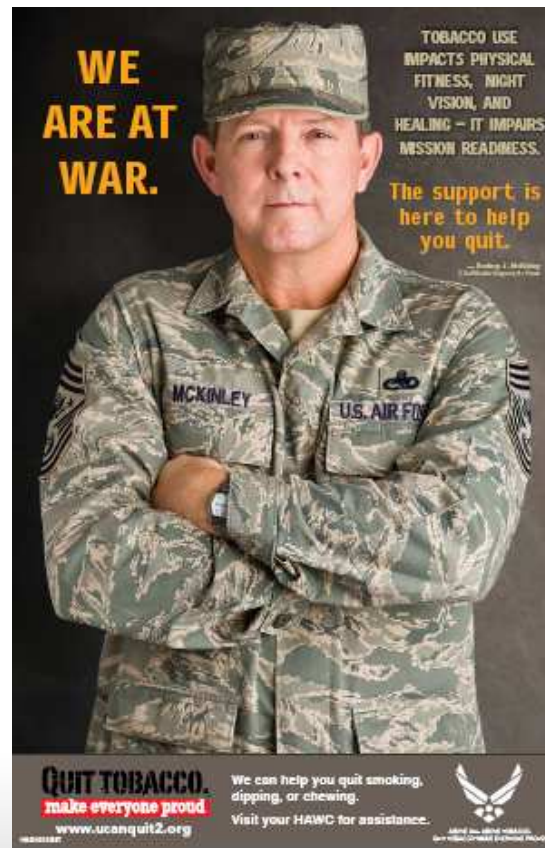


Air Force Partnership

- Provided tailored package of campaign materials to all HAWCs



2010 MHS Conference



Navy Partnership



- Working through NADAP and Navy Marine Corps Public Health Center, to reach key intermediaries with campaign materials/information
- Formalized agreement with NAVSTA Great Lakes to roll out campaign materials and create fresh video content





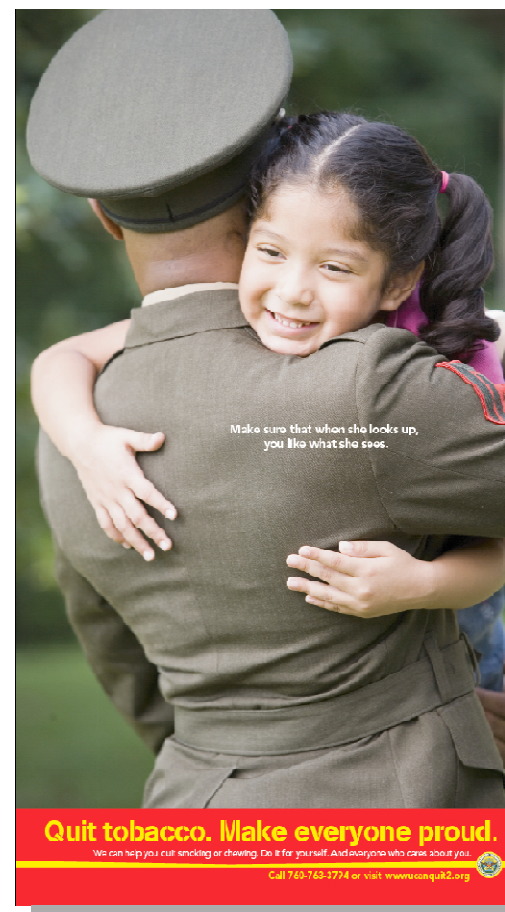
Army Partnership

- Promoting services through the Ultimate Warrior section of the AKO portal
- Using existing Army media outreach and PR to disseminate PSA's and campaign messages
- Utilizing Army tobacco cessation facilitator lists to do outreach and promote QTMEP materials and services.
- Developing our new online program in accord with Army needs and evaluation/data collection criteria via USACHPPM

Marine Corps Partnership



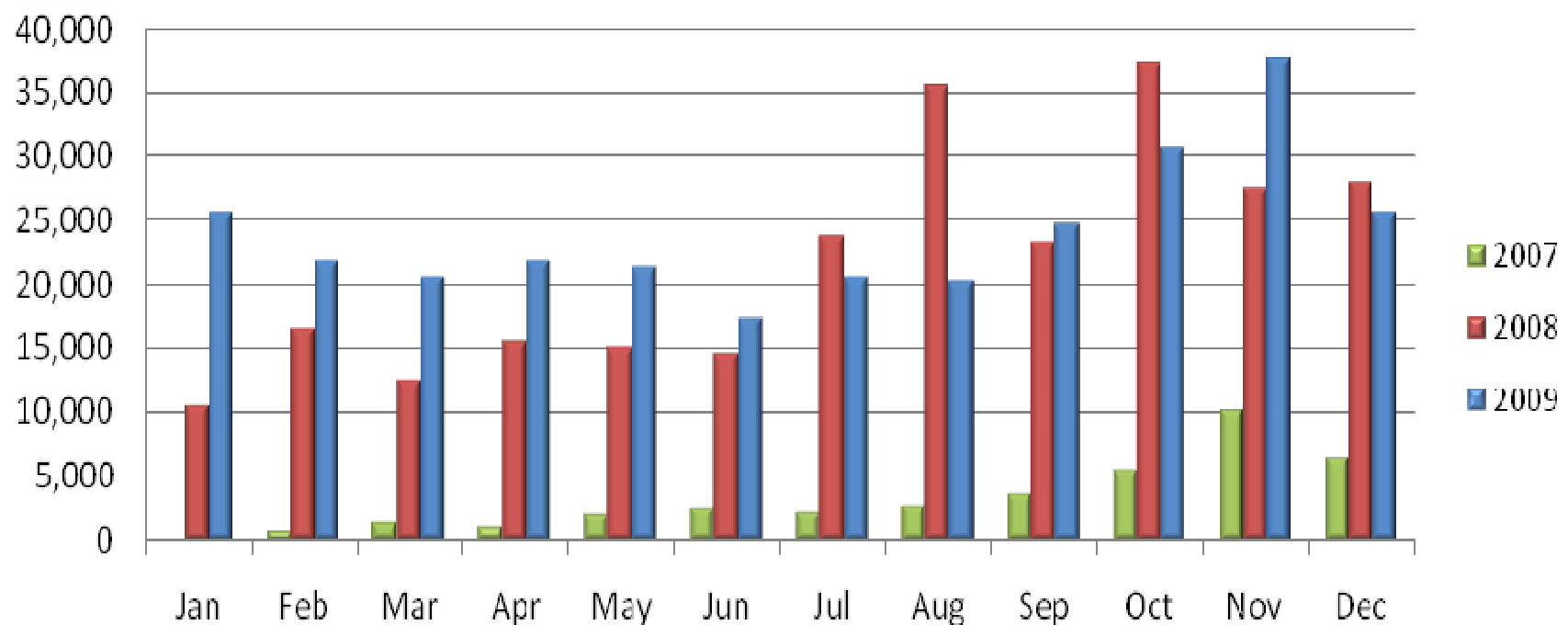
- Working via Semper Fit and Single Marines to conduct additional formative research
- Campaign customization under guidance of SgtMajor Kent (HQMC's SEA) to better reach Marine audience



Campaign Reach

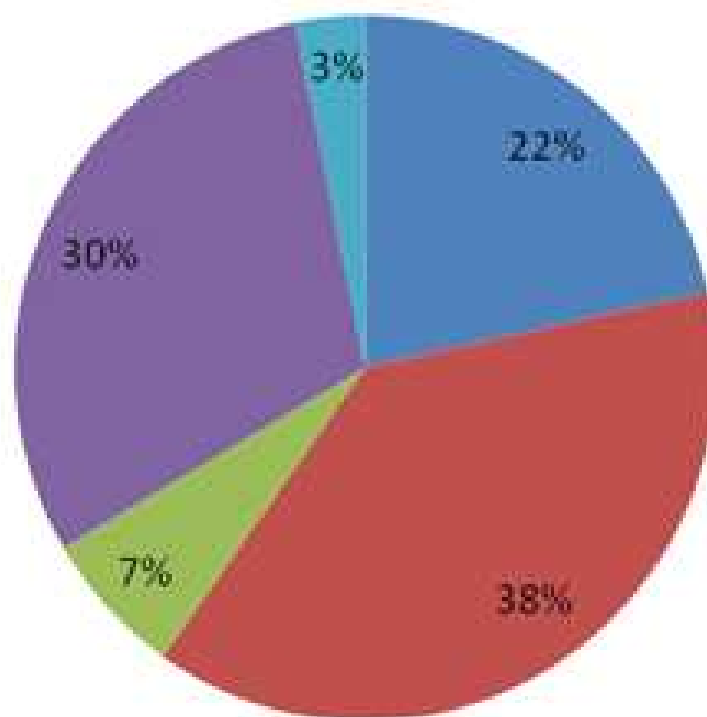


Visits Per Month





2009 Orders By Military Branch (343 Total)



- Army 22%
- Air Force 38%
- Marines 7%
- Navy 30%
- Other 3%

Tobacco Campaign Awards



- **Horizon Interactive Award, Gold Level 2009**
- **Interactive Media Awards, Outstanding Achievement 2009**
- **Web Marketing Association, Outstanding Web 2009**
- **W3 Award, Silver-level 2009 & 2007**
- **Aesculapius Award of Excellence, 2009**
- **Web Health Award, Silver Level, 2009**
- **NAGC Gold Screen Award of Excellence, 2008**
- **Spring Omni Award, Silver-level 2008**
- **Webby Awards Official Honoree, 2008**
- **eHealthcare Web Awards - Best Overall, Platinum 2008**

Alcohol Campaign



Anti-Alcohol Focus Group Findings



- Audience over estimates usage and perceives that culture endorses partying/drinking
- Not concerned about long-term effects
 - Career impacts / health facts not meaningful
- Top down delivery not likely to be effective
- An abstinence campaign = laughable

But . . .

- Social consequences likely to resonate: Loss of control, embarrassment among peers
- Humor attracts and resonates strongly – duh!



Campaign Roll Out

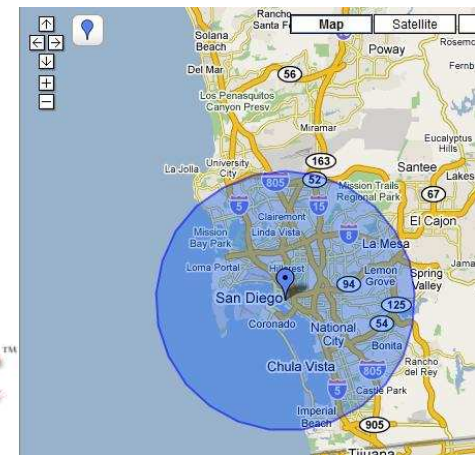
- Dec '06: Pensacola, Bragg, Pope, Lejeune
- Follow-on focus groups at pilot installations
 - Confirmed messaging and vehicles resonated
 - POC feedback about best practices
- Developed “turn key” campaign tool kit and calendar
- Materials
 - Playing cards
 - Posters
 - Cartoons
 - Post cards
 - Radio and video PSAs



Campaign Rollout



- Community theater PSAs prior to R-rated shows
- Sponsored Internet Center promotions
- Facebook advertising on military networks
- Radio PSA campaign to military markets
- Geo-targeted advertising



Video PSAs



- Armed Forces Radio and Television Services airing PSAs pro bono
 - Airing worldwide on AFN XTRA (18-24 year old audience), 29 times a week
 - July 2009 – Sept 1, 2010
- Provide new video PSA DVDs to installations to air on command channels
- Featured on www.ThatGuy.com



Coming Web Site Enhancements



- Viral Content

- Humorous ringtones with *That Guy* messaging
- Ability to create and send e-Cards to friends

- Facebook advertising

- Strong presence of the target audience based on traffic sent to *That Guy.com*
- Ability to create “apps” through which target audience can interact, such as existing *That Guy* quiz from Web site



Team Site Visits



- Completed: Norfolk, Great Lakes, Randolph, Lejeune, Ft Campbell, Ft Hood, Ft Riley, USAG Korea, Osan
- Pending: Okinawa, Ft Knox, Ft Sill, Sheppard Twentynine Palms, Pendleton, Charleston

Comedy Tour



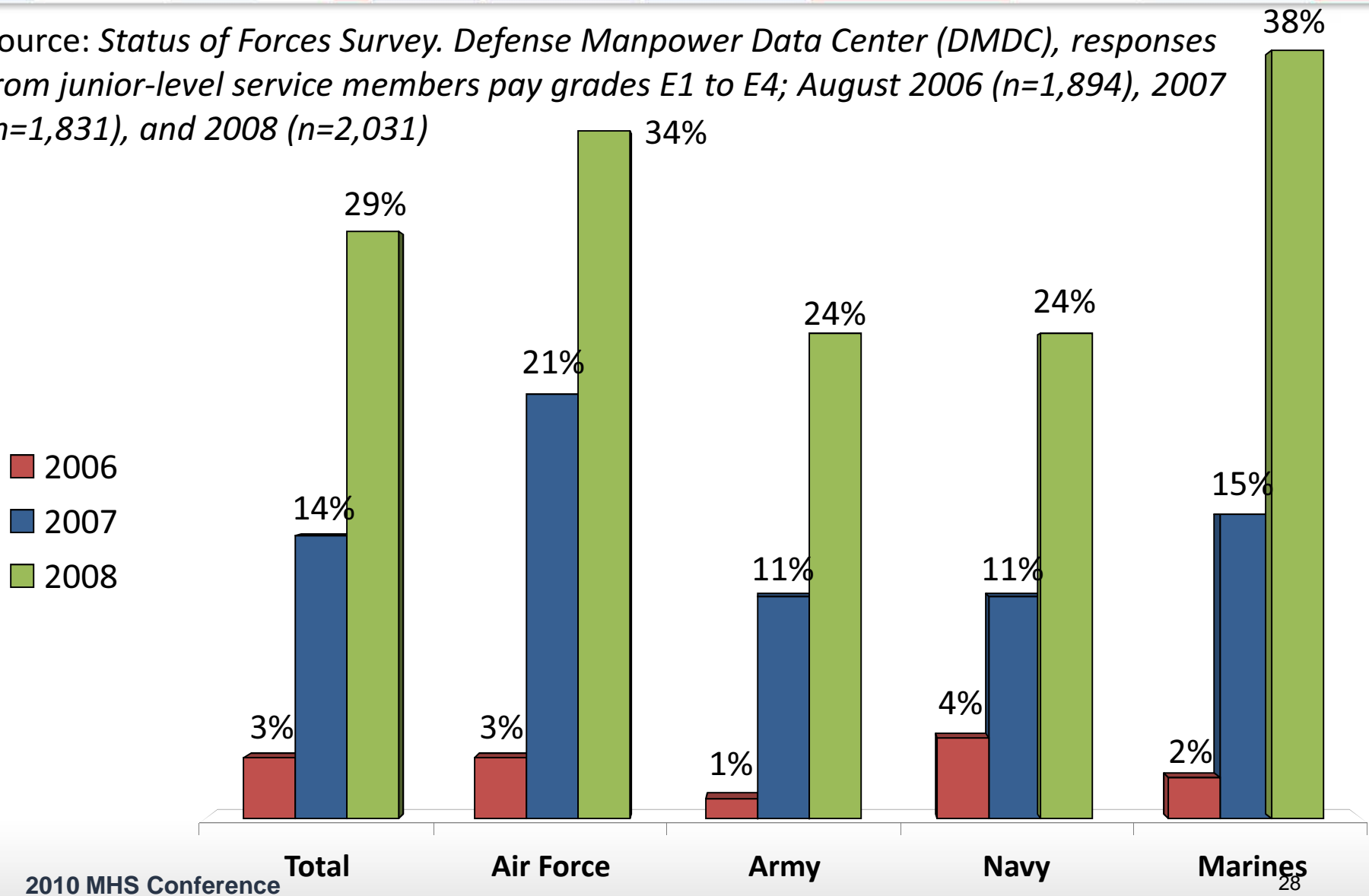
- Tie-in with established Comics on Duty comedy tour as co-sponsor (with Army FMWR, Navy Entertainment and AT&T)
 - Tour visits 100 markets to reach all branches of services with minimum of two shows/market
 - 3-4 comedians per show incorporating *That Guy* jokes and messaging
 - Promotional materials pre- and during show with *That Guy* branding
 - Runs Jan - Oct 2010



Campaign Awareness



Source: *Status of Forces Survey*. Defense Manpower Data Center (DMDC), responses from junior-level service members pay grades E1 to E4; August 2006 (n=1,894), 2007 (n=1,831), and 2008 (n=2,031)

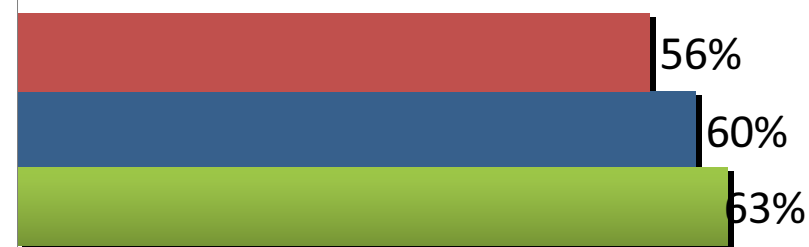


Attitudes Are in the Right Direction



% Strongly Agree:

When I drink, I appoint a designated driver



It's important to me that I keep my drinking under control and act responsibly



When it comes to drinking, I am safe and responsible; I lead by example and watch out for my fellow service members



■ 2008 ■ 2007 ■ 2006

* Statistically significant difference at 95% confidence level

Source: *Status of Forces Survey*. Defense Manpower Data Center (DMDC), responses from junior-level service members pay grades E1 to E4; August 2006 (n=1,894), 2007 (n=1,831), and 2008 (n=2,031)

2008 Health Related Behaviors Survey Results



- Among 17 to 24, E1-E3 binge drinking dropped from 51% in 2005 to 46% in 2008 (four branches – not Coast Guard)
- Binge drinking **decreased** among junior-enlisted men, 17 - 20
 - 39% versus 45% in 2005 (all branches)

2008 Health Related Behaviors Survey Binge Drinking Results



- Installations *with versus without* significant campaign engagement:
 - 36% at active versus 56% at inactive (Army)*
 - 35% at active versus 45% at inactive (Air Force)*
 - 45% at active versus 49% at inactive (Navy)
 - Marine Corps sample size too small to be included
- Combined Army, Air Force, Navy rate for 17 to 24 year olds, E1-E3, the binge drinking rate is:
 - 38% among all treated installations versus 49% for all control

* Significantly different at 99% level

Alcohol Campaign Awards



- Step – Best of the Web 2007
- Webby 2007 – Judges Award - Health category
- Web Marketing Awards 2007 - Military Outstanding Website
- FlashForward 2007 Finalist - Instructional Category
- Silver Anvil Award of Excellence for Internal Communications
- Bronze Anvil Award of Commendation for Television PSA
- Silver SABRE, Government Agencies Category
- Best Promotional Campaign, National Association of Government Communicators
- Bronze Anvil, Research and Evaluation
- Communicators Awards of Excellence (3), International Academy of Visual Arts - Visual Appeal, Gaming & Animation